

MARKETING

CALIFORNIA

CELERY

1977

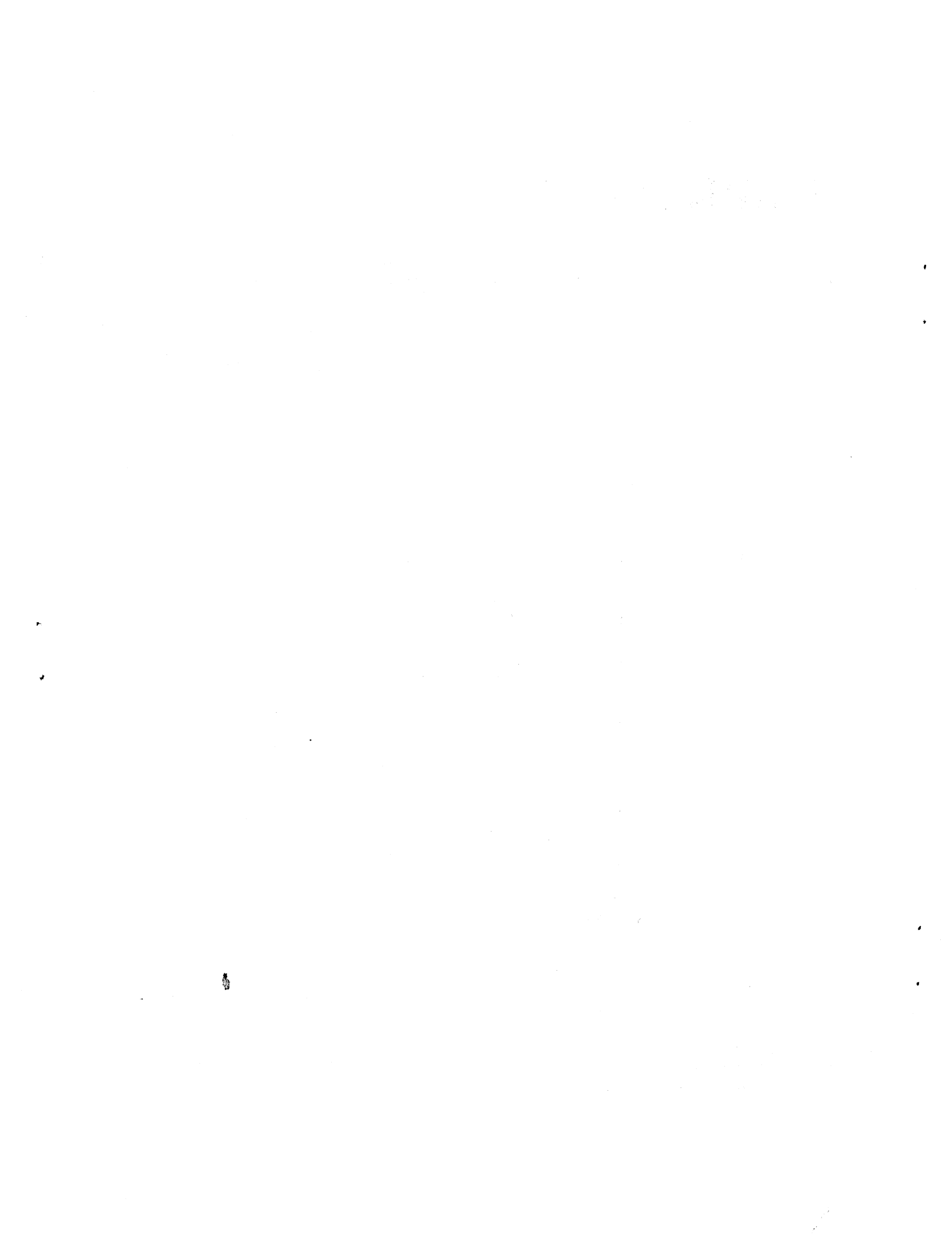
MARKETING SEASON



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P R E F A C E

Data pertinent to the marketing of the 1977 season California celery crops are summarized in this publication. Statistical tables are similar to those presented in recent years.

This summary was prepared through the joint cooperation of the Los Angeles, Sacramento, and Salinas Federal-State Market News Service offices. Local representatives participating were: William B. Sheveland, Los Angeles; Wendell W. Stoker, Sacramento; and Arthur Verissimo and Lynn Edwards, Salinas.

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MARKETING CALIFORNIA CELERY

SUMMARY OF THE 1977 SEASON

HIGHLIGHTS: Shipments during calendar year 1977 totaled 27,359 cars, 8 percent above 1976 shipments. Truck shipments have shown a steady increase, while rail shipments continued to drop and were about half those of three years earlier. Prices were highest during January and February and lowest at various times during the last half of the year. The annual average price was \$4.67 per crate, 10 percent below 1975. Acreage and yields per acre were up 3 percent each, resulting in production being 6 percent above 1976. The crop was valued at over \$92 million, up 16 percent from the previous year and ranked 24th in value among California's leading commodities. Celery is available everyday of the year from California, which supplied the nation with 71 percent of the celery marketed in 1977. Florida produced 19 percent and Michigan 6 percent of the total, the remaining 4 percent from the small production in other states. Distribution was widespread, with California celery appearing in many U.S. and Canadian markets, and some foreign markets.

1977 FACTS AT A GLANCE COMPARED WITH 1976

Acreage:

Winter	-	4,100 acres	vs	3,800	, up 8%.
Spring	-	5,400 acres	vs	5,400	, unchanged.
Summer	-	4,000 acres	vs	3,700	, up 8%.
Fall	-	6,900 acres	vs	6,900	, unchanged.
Total		20,400 acres	vs	19,800	, up 3%.

Yield:

Winter	-	565 cwt	vs	560	, up 1%.
Spring	-	582 cwt	vs	542	, up 7%.
Summer	-	585 cwt	vs	550	, up 6%.
Fall	-	584 cwt	vs	583	, up less than .05%
Avg.		580 cwt	vs	561	, up 3%.

Production: (1,000 cwt)

Winter	-	2,317	vs	2,128	, up 9%.
Spring	-	3,144	vs	2,926	, up 7%.
Summer	-	2,340	vs	2,035	, up 15%.
Fall	-	4,027	vs	4,021	, about unchanged.
Total		11,828	vs	11,110	, up 6%.

Prices: (per cwt)

Winter	-	\$11.40	vs	\$8.65	, up 32%.
Spring	-	\$7.30	vs	\$6.19	, up 18%.
Summer	-	\$6.50	vs	\$6.29	, up 3%.
Fall	-	\$6.84	vs	\$7.36	, down 7%.
Avg.		\$7.79	vs	\$7.10	, up 9%.

Value: (1,000 dollars)

Total crop - \$92,186 vs \$78,922, up 17%.

Shipments, California origin - 27,359 cars vs 24,305, up 13%.

Shipments, California as % of U.S. total - 76% vs 68%, up 12%.

Unloads in 41 U.S. and 5 Canadian cities - California origin - 18,812 cars vs 15,995, up 18%.

U.S. Exports - 3,888 cars vs 3,390, up 15%.

U.S. Imports - 35 cars vs 34, up 3%.

Largest Market for California Celery - Los Angeles with 3,969 cars unloaded vs 3,718, up 7%.

SOUTHERN CALIFORNIA

The districts of Chula Vista, Orange County and Oxnard had shipments of the fall, winter and spring crops totaling about 10 million cartons and crates in the 1977 marketing season. This was 16 percent above 1976.

The season began in early November and was completed in mid-July. During this period the Chula Vista district shipped from early November into mid-March, while Orange County and Oxnard shipped the entire period.

The Oxnard district shipped 86% of the total recorded shipments followed by Orange County with 9% and Chula Vista 5%.

Truck shipments of 13,155 carlot equivalents were 15% above those of the 1976 season. Rail shipments of 1,683 cars 13% less than the previous season. Total shipments of rail and truck were the largest in May.

Shipping point f.o.b. prices for the three districts were reported for 36 weeks from November 8 through July 13.

Prices for 2-3 dozen celery in the 1977 season ranged below the previous period from November through January. From February through April they were well above 1976 and from May through June only slightly above the last season.

Demand for the season averaged moderate except for periods of light demand from late November into early-December and again in late-May into mid-June.

Cartons and crates of 2-2 1/2 dozen reached a seasonal high price of \$12.00 in late January. The low price for the season occurred in mid-June with 2 dozen at \$2.50 and 2 1/2 dozen at \$3.00.

The 1977 season was considered profitable for most growers, despite some lower prices at the close, when there was a wide range in quality. Some acreage had to be abandoned because of seedstem, black-heart and other diseases during the period of late March into mid-May and again in mid-June.

The carton and western flat wirebound crate continue in general use, however, most shippers are now using the carton and packing in the field.

Typical loading per rail car ranged from 1000-1425 cartons or crates but mostly 1300 followed by 1200, 1120 and 1385. Trailer vans (piggy backs) were loaded mostly 640 cartons or crates per van.

Total harvested acreage from Orange, San Diego and Ventura Counties were 10,900 acres. This was 200 acres above the 1976 season. Orange County acreage increased 26% while San Diego dropped 2% and Ventura was 1% below the previous season.

SALINAS-WATSONVILLE DISTRICT

The Salinas-Watsonville district shipped a preliminary total of 5,681,000 crates and cartons of celery during 1977, 20% more than last year's 4,749,000.

Shipments by rail totaled 1,255,000 crates and cartons, a 7% increase over the previous season's 1,171,000. The actual number of rail cars totaled 1,255. Included in this total are 57 rail-truck vans billed from Oakland and 28 vans billed from Fresno. Shipments by rail accounted for 22% of total movement compared with 25% last year.

Shipments by truck totaled 4,426,000 crates and cartons, 24% above the 3,578,000 of 1976. Shipments by truck accounted for 78% of total movement compared with 75% a year ago.

Peak week was November 6-12 when 383,000 crates and cartons were shipped by rail and truck. Highest rail days were November 4 and 5 with 23 cars reported each day. Truck shipments peaked November 16 when 71,000 crates and cartons were shipped via truck transport.

Harvest began the second week of June, about the same as last year. Shipments during June, July and August totaled 1,660,000 crates and cartons, up 19% from the 1,390,000 shipped during a similar period in 1976.

Shipments during September, October and November totaled 3,480,000 crates and cartons, up 18% from 1976's 2,957,000.

Shipments during December totaled 541,000, a 35% increase over last December's 402,000.

Demand was good for larger sizes and light for smaller sizes at the start of the season. Demand continued strong for the larger sizes through mid-July as buying shifted from the Southern California area to the Salinas-Watsonville district.

From mid-July to the first of August, demand for 2 dozen was light but was generally good for 2 $\frac{1}{2}$ -4s. With supplies from Michigan and eastern homegrown areas plentiful, demand was light during August.

Demand during September started light, became very active around the middle, then turned light again as the month closed. During October, demand was fairly good the first three weeks then turned very active the last weeks as homegrown supplies decreased sharply. In November, demand remained good to very good during the first two weeks. However, the early appearance of supplies from Southern California caused demand and prices to weaken sharply during the later portion of the month.

Demand during December was generally light, particularly for smaller sizes, the first two weeks then turned good the week before Christmas.

F.o.b. prices were reported from June 27 to December 23. Prices per crate or carton of 2 $\frac{1}{2}$ dozen ranged from a high of \$6.00-6.50 November 7-11 to a low of \$2.50 December 2.

Prices averaged highest during November - \$4.83, followed by July - \$4.59. Prices averaged lowest during December - \$3.26, followed by August - \$3.55.

The 1977 season's simple average f.o.b. price per crate or carton of 2 $\frac{1}{2}$ dozen was \$4.11. This compares with \$4.28 in 1976 and \$5.47 in 1975. All averages were determined by using the midpoint of the quoted range or 'mostly' price, whichever was lower.

SANTA MARIA-GUADALUPE-OCEANO-LOMPOC DISTRICT

The Oceano-Santa Maria-Guadalupe-Lompoc District shipped a total of 2,371,000 crates and cartons of celery during 1977, 3% less than the 2,442,000 shipped last year.

Shipments by rail totaled 346,000 crates and cartons, a 46% decrease below the previous season's 635,000. Shipments by rail accounted for 17% of total movement compared with 35% last year.

Shipments by truck totaled 2,025,000 crates and cartons, 12% above the 1,807,000 shipped in 1976. Shipments by truck accounted for 83% of total movement compared with 65% a year ago.

Peak week was November 6-12 when 156,000 crates and cartons were shipped by rail and truck. Highest rail day was November 8 with 8 cars reported. Truck shipments peaked November 10 when 25,000 crates and cartons were shipped by truck.

Harvest began the fourth week of May, about one week later than last year.

Shipments during the last week in May and June, July and August totaled 933,000 crates and cartons. Shipments during September, October, and November totaled 1,170,000 crates and cartons. Shipments during December totaled 247,000 crates and cartons.

Demand was light for larger sizes and moderate for smaller sizes at the beginning of the season. Demand for larger sizes was light during the first week then turned strong around mid-July as the season finished in Southern California and buying shifted to the Santa Maria and Salinas-Watsonville districts. From mid-July to the first of August, demand for 2 dozen was light and 2 $\frac{1}{2}$ -4 dozen good. With supplies plentiful from Michigan and eastern home grown areas, demand was generally light during August.

Demand during September started moderate, became very active around the middle, then turned light as the month closed. During October, demand was moderate the first three weeks then turned very active the last week as eastern supplies decreased. In November, demand was good for the first two weeks. Supplies in southern California increased causing light demand and lower prices during the later part of the month.

Demand during December was generally light, particularly for smaller sizes. However, just before Christmas, demand turned good.

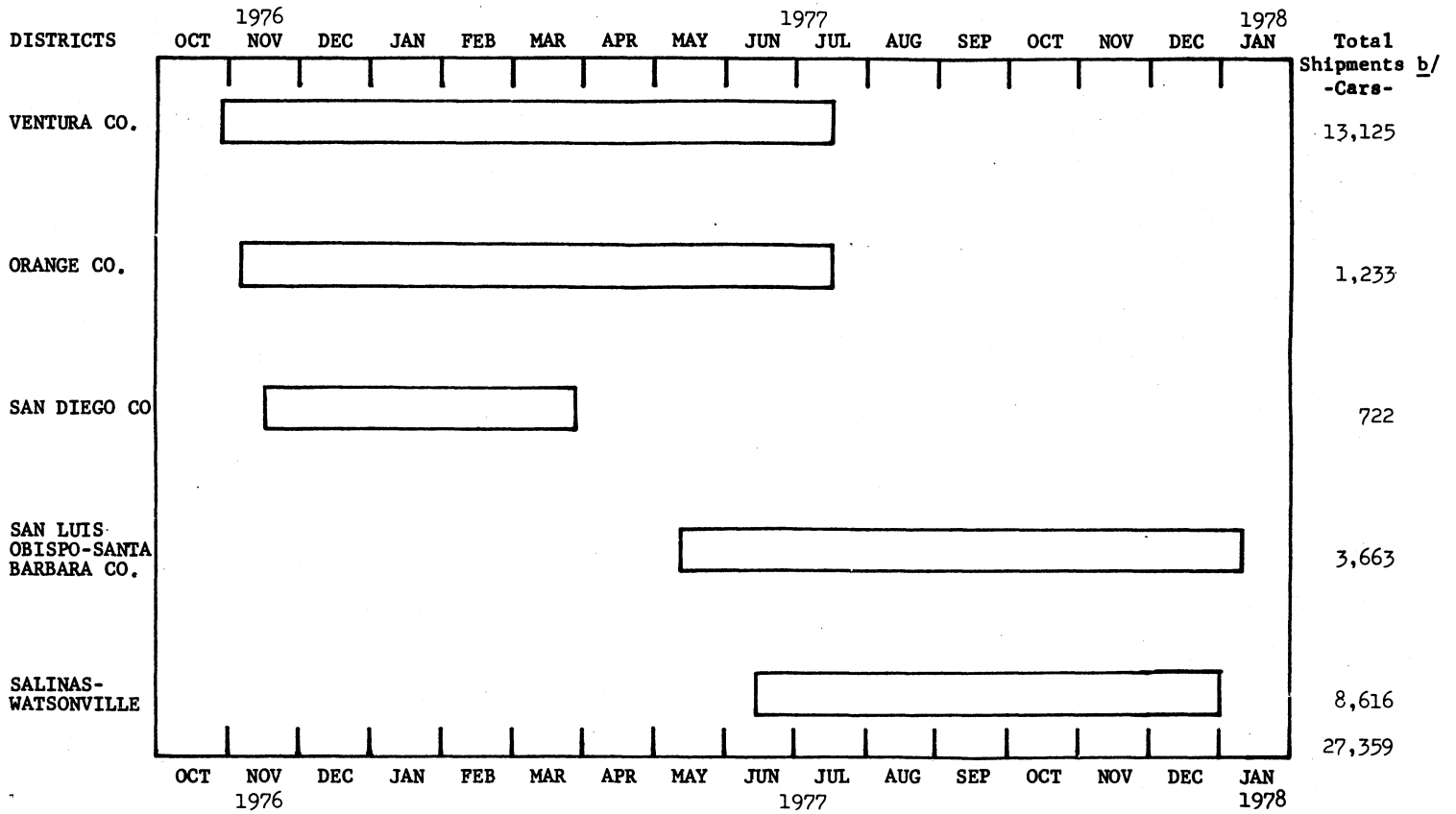
F.o.b. prices were reported from June 7 to December 23. Prices per crate or carton of $2\frac{1}{2}$ dozen ranged from a high of \$6.00-6.50 November 7-11 to a low of \$2.75 December 5.

Prices averaged highest during November - \$4.89, followed by July - \$4.73. Prices averaged lowest during December - \$3.49, followed by August - \$3.90.

The 1977 season's simple average f.o.b. price per crate or carton of $2\frac{1}{2}$ dozen was \$4.17 this compares with \$4.23 in 1976. All averages were determined by using the midpoint of the quoted range or "mostly" price, whichever was lower.



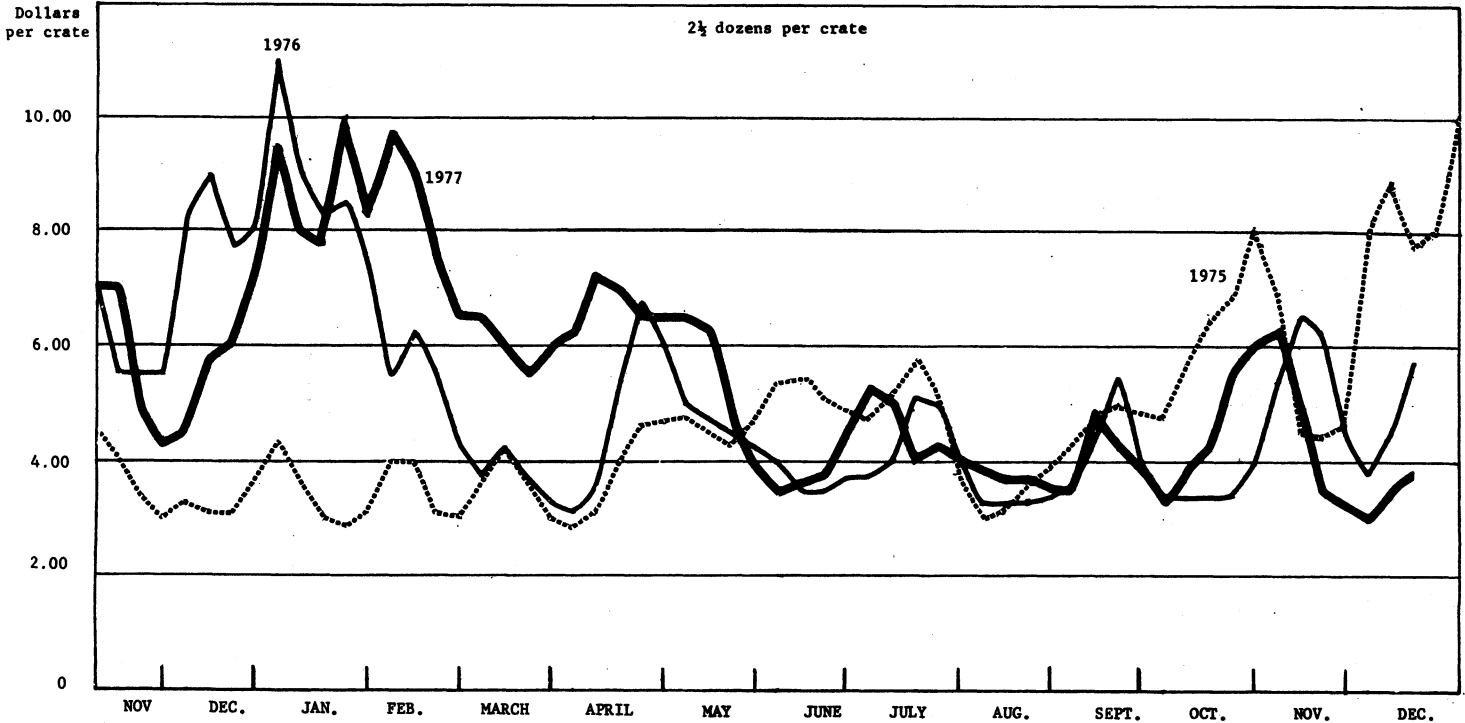
PRINCIPAL CALIFORNIA CELERY PRODUCING DISTRICTS
AND USUAL MARKETING PERIODS a/



a/ Based upon shipment data for a recent season.

b/ Calendar year 1977 total shipments are shown as a guide to relative volume.

WEEKLY SIMPLE AVERAGE F.O.B. SHIPPING POINT PRICES FOR CALIFORNIA CELERY



I. MOVEMENT

TABLE 1. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CELERY, UNITED STATES BY STATE, CALENDAR YEARS 1973-1977

Origin	1973	1974	1975	1976 a/	1977
<u>Thousands of pounds</u>					
California b/					
Central Calif.					
Rail	4,698	4,228	2,925	1,737	1,541
Truck	7,567	7,561	8,427	8,993	10,738
Southern Calif.					
Rail	3,503	4,620	3,364	1,732	1,761
Truck	9,484	10,760	11,355	11,843	13,319
Total					
Rail	8,201	8,848	6,289	3,469	3,302
Truck	17,051	18,321	19,782	20,836	24,057
Total	25,252	27,169	26,071	24,305	27,359
Arizona	5	39	-	3	16
Colorado	14	15	10	4	-
Florida b/	9,172	7,924	7,861	8,878	6,508
Indiana	1	-	1	3	-
Massachusetts	1	-	-	-	3
Michigan	1,375	1,407	1,212	1,496	1,640
New Jersey	29	30	40	31	27
New York	503	774	607	546	322
Ohio	191	207	201	196	177
Oregon	20	16	10	21	13
Pennsylvania	-	-	-	1	-
Texas	83	79	39	-	9
Utah	-	-	1	-	-
Washington	59	62	75	72	59
Wisconsin	1	-	-	-	-
Total United States					
Rail	10,034	10,105	6,777	3,519	3,310
Truck	26,672	27,617	29,351	32,037	32,823
Total	36,706	37,722	36,128	35,556	36,133
Imports c/					
Canada	16	17	33	34	35

Compiled from Fresh Fruit and Vegetable Shipments, Fresh Fruit and Vegetable Unloads, and other records received from the Fruit and Vegetable Division, Agricultural Marketing Service, Market News Branch, USDA, Washington, D.C. Data are preliminary. Data for 1977 represents rail shipments; shipping point truck shipments for California, Michigan, New York and Texas; interstate truck shipments for Florida; and 41 U.S. city truck unloads for all other states. a/ Revised. b/ Some earlier years include small quantity by boat. c/ From 41 U.S. city unloads except 1975 and 1976 from U.S. Department of Commerce, Bureau of the Census.

Truck conversion factor is 600 crates per car for all states except Florida. The factor for Florida was increased to 700 crates per car from 640 crates beginning January 1, 1971.

TABLE 2. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CELERY, UNITED STATES, BY STATE
BY MONTH, 1977 ^{a/}

Origin	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<u>Cars and carlot equivalents</u>													
California shipments													
Salinas - Watsonville													
Rail	-	-	-	-	-	20	162	175	163	302	275	142	1,239
Truck	-	-	-	-	-	248	793	1,102	1,219	1,566	1,778	671	7,377
Total	-	-	-	-	-	268	955	1,277	1,382	1,868	2,053	813	8,616
San Luis Obispo - S. Barbara													
Rail	6	-	-	-	5	39	68	29	19	28	73	35	302
Truck	39	-	-	-	18	308	463	488	455	519	724	347	3,361
Total	45	-	-	-	23	347	531	517	474	547	797	382	3,663
L.A. - Orange County													
Rail	5	9	8	15	17	4	1	-	-	-	-	-	59
Truck	139	200	185	162	165	61	-	-	-	-	92	170	1,174
Total	144	209	193	177	182	65	1	-	-	-	92	170	1,233
San Diego County													
Rail	25	16	-	-	-	-	-	-	-	-	7	17	65
Truck	230	116	17	-	-	-	-	-	-	-	81	213	657
Total	255	132	17	-	-	-	-	-	-	-	88	230	722
Ventura County													
Rail	58	107	224	207	373	404	62	-	-	5	82	115	1,637
Truck	1,337	1,467	1,725	1,296	1,722	1,504	212	-	-	38	871	1,316	11,488
Total	1,395	1,574	1,949	1,503	2,095	1,908	274	-	-	43	953	1,431	13,125
Total California shipments													
Rail	94	132	232	222	395	467	293	204	182	335	437	309	3,302
Truck	1,745	1,783	1,927	1,458	1,905	2,121	1,468	1,590	1,674	2,123	3,546	2,717	24,057
Total	1,839	1,915	2,159	1,680	2,300	2,588	1,761	1,794	1,856	2,458	3,983	3,026	27,359
Arizona													
Rail - shipments	-	1	-	-	-	-	-	-	-	-	-	1	2
Truck - shipments	1	13	-	-	-	-	-	-	-	-	-	-	14
Total	1	14	-	-	-	-	-	-	-	-	-	1	16
Florida													
Rail - shipments	-	-	-	4	-	2	-	-	-	-	-	-	6
Truck - interstate shipments	1,315	763	1,313	1,256	830	296	19	-	-	-	139	571	6,502
Total	1,315	763	1,313	1,260	830	298	19	-	-	-	139	571	6,508
Massachusetts													
Truck - unloads	-	-	-	-	-	-	-	-	1	1	1	-	3
Michigan													
Truck - shipments	-	-	-	-	-	18	394	459	595	174	-	-	1,640
New Jersey													
Truck - unloads	-	-	-	-	-	-	4	11	3	6	2	1	27
New York													
Truck - shipments	-	-	-	-	-	-	42	131	93	56	-	-	322
Ohio													
Truck - unloads	-	-	-	-	-	2	57	57	45	16	-	-	177
Oregon													
Truck - unloads	-	-	-	-	-	-	-	-	-	-	13	-	13
Texas													
Truck - shipments	-	1	8	-	-	-	-	-	-	-	-	-	9
Washington													
Truck - unloads	-	-	-	-	-	-	-	2	7	33	17	-	59
Total United States													
Rail shipments	94	133	232	226	395	469	293	204	182	335	437	310	3,310
Truck shipments	3,061	2,560	3,248	2,714	2,735	2,435	1,923	2,180	2,362	2,353	3,685	3,288	32,544
Truck unloads	-	-	-	-	-	2	61	70	56	56	33	1	279
Grand Total	3,155	2,693	3,480	2,940	3,130	2,906	2,277	2,454	2,600	2,744	4,155	3,599	36,133
Imports ^{b/}													
Canada - truck	-	g/	-	-	-	-	2	9	15	6	3	-	35

Compiled from various records of the Federal-State Market News Service at Sacramento, California and Washington, D.C. ^{a/} Data are preliminary. Data represents rail shipments; shipping point truck shipments for California, Michigan, New York and Texas; interstate truck shipments for Florida; and 41 U.S. city truck unloads for all other states. ^{b/} Based on figures supplied by the U.S. Department of Commerce, Bureau of the Census, converted from kilograms to carlot equivalents. ^{c/} Less than 0.5 carlot equivalent. Truck conversion factor is 600 crates per car for all states, except Florida is 700 crates per car.

TABLE 3. F.O.B. SHIPPING POINT PRICES OF CELERY, BY DISTRICTS, BY WEEKS, 1977 SEASON

Week Ending	1½ dozen	2 dozen	2½ dozen	3 dozen	4 dozen	Hearts in 12 Film Bags
<u>Dollars per carton or crate</u>						
<u>CHULA VISTA-ORANGE COUNTY-OKNARD</u>						
<u>1976</u>						
Nov. 13	-	6.00-8.00	6.00-8.00	5.50-7.50	5.00-7.00	4.50-5.50
20	-	5.00-8.00	6.00-8.00	6.00-7.50	5.50-6.50	5.50-5.75
27	4.00	4.00-5.00	4.50-5.00	4.00-5.00	4.00-4.50	4.25-5.00
Dec. 4	4.00	3.50-4.50	3.50-5.00	3.00-4.50	3.00-4.50	3.75-4.50
11	-	4.00-5.00	4.00-5.00	3.00-4.00	3.00-3.50	3.75-4.00
18	-	5.50-6.00	5.50-6.00	4.50-5.00	3.00-4.00	3.75-4.25
25	-	6.00	6.00	5.00-5.50	3.50-4.00	3.75-4.25
<u>1977</u>						
Jan. 1	-	6.00-8.50	6.00-8.50	5.50-7.50	4.50-6.50	4.00-6.00
8	-	9.00-10.00	9.00-10.00	8.50-9.50	8.00-9.00	5.75-7.50
15	5.00-9.00	6.00-10.00	6.00-10.00	5.00-9.00	4.50-8.00	6.00-7.50
22	5.50	5.50-10.00	5.50-10.00	5.00-10.00	4.50-9.00	5.50-8.00
29	7.50	8.00-12.00	8.00-12.00	8.00-12.00	6.50-11.00	7.00-9.00
Feb. 5	7.00-7.50	7.50-9.00	7.50-9.00	7.00-8.50	6.00-8.00	6.50-7.00
12	9.00-9.50	9.00-10.50	9.00-10.50	8.50-10.50	8.00-9.50	7.00-8.50
19	7.00-9.50	8.00-10.00	8.00-10.00	8.00-10.00	7.00-9.00	6.50-8.50
26	5.50-7.00	6.00-7.50	7.00-8.00	7.00-8.00	5.50-7.00	6.00-7.50
Mar. 5	5.00-5.50	5.50-6.00	6.00-7.00	6.00-7.00	4.50-6.00	5.50-6.50
12	5.00-6.00	5.50-6.50	6.00-7.00	6.00-7.00	5.00-6.00	5.50-6.00
19	4.50-6.00	5.00-6.50	5.50-6.50	5.50-7.00	4.50-6.00	5.00-5.50
26	3.50-4.50	4.00-5.00	5.00-6.00	5.00-5.50	4.00-5.00	4.50-5.00
Apr. 2	4.00-5.00	5.00-6.00	5.50-6.50	5.50-6.50	5.00-6.00	5.00-6.00
9	3.50-4.50	4.50-5.50	6.00-6.50	6.00-6.50	5.50-6.00	5.50-6.00
16	4.00-5.50	5.50-7.00	6.50-8.00	6.50-8.00	5.50-7.00	6.00-7.00
23	4.00-5.00	5.50-7.00	6.50-7.50	6.50-7.50	6.00-7.00	6.50-7.00
30	-	5.00-6.50	6.00-7.00	5.00-6.50	5.00-6.00	5.00-6.00
May 7	4.50-5.50	5.50-6.00	6.00-7.00	4.50-6.00	4.00-5.00	5.00-5.50
14	4.50-5.00	5.50-6.50	6.00-7.00	5.00-6.00	5.00-5.50	4.50-5.50
21	4.00-5.50	4.50-6.50	5.50-7.00	5.50-6.50	4.50-6.00	4.50-5.25
28	3.00-4.50	3.00-5.00	4.00-5.50	5.00-6.00	5.00-5.50	4.50-5.25
June 4	2.50-3.00	2.50-3.50	3.50-4.50	4.00-5.00	4.00-5.00	4.50-5.50
11	2.25-3.00	2.50-3.00	3.00-4.00	3.75-4.50	4.00-4.50	4.00-4.75
18	2.50-2.75	2.50-3.50	3.00-3.75	3.00-4.00	3.00-4.00	3.50-4.00
25	3.50-4.00	3.50-4.00	3.25-4.00	3.00-3.50	3.00-3.50	3.00-4.00
July 2	4.00-5.00	4.00-5.00	4.00-5.00	3.00-4.00	3.00-4.00	3.00-4.00
9	-	5.00-6.00	4.50-6.00	3.25-4.00	3.00-4.00	3.00-3.75
13	-	5.50-6.00	5.50-6.00	4.50-5.00	4.50-5.00	-

- LAST REPORT -

SALINAS-WATSONVILLE DISTRICT

<u>1977</u>						
July 2		4.50-5.00	4.50-5.00	3.50	3.00-3.50	
9		5.00-6.00	5.00-6.00	3.50-4.00	3.00-3.50	
16		4.00-6.00	4.00-6.00	4.00-5.00	3.50-4.00	
23		3.50-4.00	3.50-4.00	3.50-4.50	3.50-4.00	
30		3.50-4.00	4.00	4.00-4.50	4.00-4.50	
Aug. 6		3.00-4.00	3.50-4.50	4.00-4.50	4.00-4.50	
13		3.00-3.50	3.50-4.00	3.50-4.50	3.00-3.50	
20		3.00-3.50	3.00-3.75	3.50-4.00	3.00-3.50	
27		3.00-3.50	3.00-3.50	3.00-3.50	3.25-3.50	
Sept. 3		3.00-3.25	3.00-3.50	3.50	3.25-3.50	
10		3.00-4.00	3.00-4.00	3.50-4.00	3.25-4.00	
17		4.00-5.00	4.50-5.00	4.50-5.00	4.50-5.00	
24		3.50-5.00	3.50-5.00	4.00-5.00	4.00-5.00	

(Continued on next page)

TABLE 3. F.O.B. SHIPPING POINT PRICES OF CELERY, BY DISTRICTS, BY WEEKS, 1977 SEASON (Cont'd)

Week Ending	1½ dozen	2 dozen	2½ dozen	3 dozen	4 dozen
<u>Dollars per crate</u>					
<u>SALINAS-WATSONVILLE DISTRICT (Cont'd)</u>					
Oct. 1		3.00-3.50	3.00-3.75	3.00-3.50	3.00-3.50
8		3.00-3.50	3.00-3.50	3.00-3.50	3.00-3.50
15		3.50	3.75-4.00	3.75-4.00	3.50-4.00
22		3.50-4.00	4.00-4.50	4.00-4.50	3.50-4.00
29		5.00-6.00	5.00-6.00	5.00-6.00	5.00-6.00
Nov. 5		5.50-6.00	6.00	6.00	5.50-6.00
12		5.00-6.00	6.00-6.50	6.00-6.50	5.50-6.00
19		3.00-4.50	3.50-5.50	4.00-6.50	4.50-6.00
26		3.00-4.00	3.00-4.00	3.00-4.00	3.00-4.50
Dec. 3		2.50-4.00	2.50-4.00	2.50-3.50	2.50-3.50
10		3.00-4.00	2.50-3.50	2.50-3.00	2.50
17		3.00-4.00	3.00-4.00	2.50-3.00	2.50-3.00
24		3.00-3.50	3.50-4.00	2.50-3.50	2.50-3.00
Last Report					

SANTA MARIA-GUADALUPE-LOMPOC-OCEANO DISTRICTS

<u>1977</u>					
June 11	3.00-3.50	3.00-3.50	3.50-4.00	4.00-4.50	4.00-4.50
18	3.00	3.00-3.50	3.50	3.50-4.00	3.50-4.00
25	4.00	3.50-4.25	4.00	3.50-3.75	3.50-3.75
July 2	4.50-4.75	4.00-5.00	4.00-5.00	3.50-4.00	3.25-4.00
9	5.00-5.75	5.00-6.00	5.00-6.00	3.50-4.00	3.50-4.00
16	5.00-6.00	4.50-6.00	4.50-6.00	4.50-5.00	4.00-5.00
23	3.50-4.25	4.00-4.50	4.00-4.50	4.00-4.50	4.00-4.50
30	3.50-4.00	4.00	4.00-4.50	4.00-4.50	4.00-4.50
Aug. 6	3.50-4.00	4.00	4.00-4.50	4.50	4.50
13	3.50-4.00	3.50-4.00	3.50-4.25	3.50-4.50	3.50-4.50
20	3.00-3.75	3.50-4.00	3.50-4.25	3.50-4.25	3.50-4.25
27	3.00-3.75	3.50-4.00	3.50-4.25	3.50-4.25	3.50-4.25
Sep. 3	3.00-3.50	3.00-3.75	3.25-4.00	3.25-4.00	3.25-4.00
10	3.00-4.00	3.00-3.75	3.25-4.00	3.25-4.00	3.25-4.00
17	4.00-4.50	4.00-4.50	4.50-5.00	4.50-5.00	4.50-5.00
24	4.00-4.50	4.00-4.50	4.00-5.00	4.00-5.00	4.00-5.00
Oct. 1	-	3.00-4.00	3.00-4.50	3.00-4.00	3.00-4.00
8	-	3.00-3.75	3.00-3.75	3.00-3.50	3.00-3.50
15	-	3.25-4.00	4.00	4.00	3.25-4.00
22	-	3.50-4.00	4.00	4.00	3.50-4.00
29	-	5.00-6.00	5.00-6.00	5.00-6.00	5.00-5.50
Nov. 5	-	5.50-6.00	6.00	6.00	5.50-6.00
12	-	5.00-6.00	6.00-6.50	6.00-6.50	6.00-6.50
19	-	3.50-5.00	4.00-6.00	5.00-6.50	5.00-6.50
26	-	3.00-3.50	3.50-4.00	3.50-4.00	3.50-4.00
Dec. 3	-	3.00-4.00	3.00-3.50	2.75-3.50	2.75-3.50
10	-	2.75-3.50	2.75-3.50	2.75-3.00	2.75-3.00
17	-	3.00-4.00	3.00-4.00	2.50-3.50	2.50-3.25
24	-	3.25-4.00	3.50-4.00	3.00-3.75	3.00-3.50
Last Report					

III. TERMINAL MARKET PRICES

TABLE 4. WHOLESALE MARKET PRICES FOR CALIFORNIA GELERY AT LOS ANGELES AND SAN FRANCISCO, EACH WEDNESDAY, 1977

Date	Los Angeles			San Francisco	
	1½ dozen	2-2½ dozen	3 dozen	2-2½ dozen	Hearts 1 dozen film bags
	<u>Crates & Cartons a/</u>			<u>Crates a/</u>	<u>Cartons b/</u>
Jan. 5	10.00-10.50	10.00-10.50	10.00-10.50	11.00-12.00	6.25-6.50
12	10.00-10.25	9.50-10.00	9.50-10.00	11.50-12.50	7.50
19	7.00-7.25	7.00-7.50	6.00-7.00	7.50-8.00	7.50
26	11.00-12.00 c/	11.00-12.00	11.00-12.00	9.50-13.00	7.25-8.50
Feb. 2	-	8.00-9.00	8.00-9.00	9.75-10.00	7.50-8.00
9	-	10.25-10.75	10.25-10.75	12.00-12.50	8.00
16	-	10.00-10.50	10.00-10.50	11.50-12.00	8.50
23	7.00-7.50	8.00-8.50	8.00-8.50	9.25-10.50	8.00-8.25
Mar. 2	6.00-6.25	6.50-7.25	7.00-7.25	7.50-8.50	7.75-8.50
9	-	6.50-7.50	6.75-7.50	7.00-8.50	6.25-6.50
16	-	6.50-7.00	6.50-7.00	7.50-8.50	6.25-6.50
23	5.00-5.50	5.25-6.00	5.50-6.00	7.00-8.00	6.00-6.50
30	6.00-6.75	6.50-7.00	6.50-7.00	7.00-7.50	5.75-6.50
Apr. 6	5.50-6.50	6.00-7.25	6.50-7.25	6.50-8.00	5.75-6.00
13	5.50-7.00	6.00-8.50	7.50-8.50	8.00-9.50	6.50-6.75
20	5.50-6.00	6.25-8.00	7.50-8.00	8.00-9.50	6.75
27	5.50-6.00	6.00-7.50	7.00-7.50	8.00-9.00	6.50-6.75
May 4	5.50-6.00	6.50-7.25	6.50-7.25	7.50-8.75	6.75
11	6.00-6.25	6.50-7.00	6.50-7.50	8.00-9.00	6.50-6.75
18	5.50-6.00	5.50-7.25	6.00-6.75	8.00-9.00	6.00-6.50
25	5.00-5.50	5.00-6.00	5.75-6.00	6.25-7.50	5.75-6.25
June 1	4.00-5.00	4.00-6.25	5.50-6.25	HOLIDAY	HOLIDAY
8	3.25-4.00	3.25-5.00	4.00-5.50	4.50-6.00	6.00
15	3.00-4.00	3.00-4.50	4.50-5.00	4.25-5.00	5.00-6.00
22	3.75-4.25	4.00-4.50	3.50-4.25	4.75-5.75	5.00-6.00
29	5.50-5.75	4.75-5.00	4.50-5.00	5.75-6.50	5.00-6.00
July 6	6.00	5.75-6.00	4.75-5.50	6.25-7.00	5.00-6.00
13	5.75-6.25	6.00-6.50	5.50-6.00	6.50-7.50	5.50-6.00
20	4.50-5.25	4.50-5.50	4.50-5.50	4.75-5.75	5.25-5.50
27	4.50-5.00	4.75-5.25	5.00-5.50	5.00-6.00	5.50-6.00
Aug. 3	4.50-5.00	4.00-5.50	5.25-5.75	5.00-6.00	4.50-5.50
10	4.00-5.00	4.50-5.25	5.25-5.50	4.50-5.50	5.25-5.50
17	4.00-5.00	4.25-5.00	4.50-5.00	4.50-6.00	5.25-5.50
24	4.00-4.75	4.00-4.75	4.00-4.75	4.50-5.50	4.75-5.50
31	4.00-4.50	4.00-4.75	4.25-4.75	4.50-5.50	5.00-5.25
Sept. 7	4.00-4.75	4.00-4.75	4.00-4.75	4.00-5.00	4.75-5.50
14	5.00-5.50	5.00-6.00	5.00-6.00	5.00-5.75	5.00 d/
21	5.25-5.50	5.50-6.25	5.50-6.25	5.00-6.00	5.50-6.00
28	4.00-5.00	4.00-5.00	4.00-5.00	5.00-6.00	5.50
Oct. 5	4.25-4.75	4.25-4.75	4.25-4.75	4.00-5.00	4.50-5.00
12	4.25-5.00	4.25-5.50	4.75-5.50	4.50-5.00	5.00
19	4.00-4.75	4.00-5.25	4.50-5.25	4.50-5.00	5.00
26	5.00-6.00	5.00-6.75	5.00-6.75	5.50-6.00	5.00
Nov. 2	6.00-7.00	6.00-7.00	6.00-7.00 ⁰	7.00-7.25	7.00
9	6.00-7.00	6.25-7.00	6.25-7.00	5.50-7.75	6.50-7.75
16	4.00-5.00	4.50-6.00	5.75-6.50	5.00-7.25	6.50-7.75
23	3.50-4.50	4.00-4.75	4.75-5.00	4.50-5.00	6.00-6.25
30	3.50-4.50	3.50-4.50	3.50-4.50	4.00-5.00	7.00
Dec. 7	3.00-4.00	3.00-4.00	3.00-4.00	4.00-5.00	5.00-6.00
14	4.00-5.00	4.00-5.00	4.00-4.50	4.00-5.00	5.25-5.50
21	3.75-4.25	3.75-4.25	3.75-4.00	4.75-5.25	3.50-4.50
28	4.75-5.00	5.50-6.00	5.50-6.00	6.50-7.50	5.25-5.50

Compiled from daily reports issued by the Federal-State Market News Service at Los Angeles and San Francisco, California. a/ 60-65 lbs. b/ 25 lbs. c/ Few. d/ Mostly.

TABLE 5
WHOLESALE MARKET PRICES FOR CALIFORNIA CELERY AT CHICAGO AND NEW YORK,
BY REPRESENTATIVE DAY EACH WEEK, 1977

Date a/	Chicago			New York		
	2 dozen	2½ dozen	3 dozen	2 dozen	2½ dozen	3 dozen
			<u>Dollars per crate or carton</u>			
Jan. 7	12.00-13.00	12.00	13.00	14.50-15.00	15.00-16.00	14.00
14	13.00-14.00	14.00	13.00-13.50	13.00-14.00	13.00-15.00	12.00-13.00
21	11.00-11.50	11.00	10.00-11.00	12.00	12.00-13.00	12.00-13.00
28	13.00-13.50	13.00-14.00	12.50-13.50	15.00	-	-
Feb. 4	12.00-13.00	12.00-13.00	12.00-13.00	12.00-13.00	13.00-14.00	11.00-12.00
11	12.00-13.00	12.00-13.00	11.00-12.00	13.00-14.00	14.00-14.50	13.00
18	13.00-14.00	13.00-14.00	13.00-14.00	13.50-14.00	14.00-15.00	-
25	13.00-14.00	13.00-14.00	12.00-13.00	12.00-13.00	13.00-14.00	13.00
Mar. 4	11.00-12.00	11.00-12.00	10.00-11.00	10.00-11.00	11.00-12.00	10.50-11.00
11	10.00-11.00	10.00-11.00	11.00	10.00-11.00	11.00-12.00	11.00
18	10.00-11.00	10.00-11.00	10.00-11.00	10.00-11.00	11.00-12.00	11.00-12.00
25	10.00-10.50	9.50-10.50	9.50-10.50	9.00-10.00	10.00-11.00	10.00-11.00
Apr. 1	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00	9.50-10.50	-
8	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00	9.50-10.50	9.00
15	9.00	9.00-10.00	9.00-10.00	9.50-10.00	11.00-11.50	-
22	9.00-10.00	11.00	11.00	9.50-10.50	11.00-11.50	-
29	10.00-11.00	10.00-11.00	10.00-11.00	9.00-10.00	11.00-11.50	11.00
May 6	9.00-10.00	10.00	9.00-10.00	9.00-10.00	11.00-16.00	9.00-10.00
13	9.50-10.00	9.50-10.00	9.50-10.00	10.00-11.00	11.00-12.00	9.50-10.00
20	9.00-10.00	10.00-11.00	10.00	9.50-10.50	10.00-12.00	9.00-10.00
27	10.00	10.00-10.50	10.00	9.00	10.00-11.00	-
Jun 3	9.00	9.00-10.00	-	7.50-8.50	9.50-10.50	-
10	8.00	9.00	9.00	6.00-7.00	8.00-9.00	-
17	8.00	-	7.50-8.00	6.00-7.00	6.50-7.00	-
24	7.00-8.00	7.50-8.00	7.00-8.00	-	7.50-8.50	7.00
Jul. 1	7.50-8.00	8.00	7.00-8.00	8.00	8.50-9.50	7.00-8.00
8	-	9.00	9.00	10.50-11.50	11.00-12.00	11.00
15	9.00-10.00	9.00-10.00	9.00-9.50	10.00-11.00	10.50-12.00	9.00-10.00
22	9.50	9.50	9.50	7.50-8.50	7.00-8.50	7.00-7.50
29	-	8.50-9.00	-	6.50-7.00	6.50-7.90	7.00
Aug. 5	7.00-8.00	8.00-8.50	8.00	6.50-7.00	7.00-7.50	-
12	8.00	-	8.00	6.50-7.00	7.00-7.50	-
19	-	7.00-8.00	7.00	6.00-6.50	6.50-7.50	6.00
26	7.00-8.00	7.00-8.00	7.00-7.50	6.50-7.00	6.50-7.50	6.00
Sep. 2	6.50-7.00	7.00-7.50	7.00-7.50	6.50-7.00	7.00-8.00	6.50-7.00
9	7.00-8.00	7.00-8.00	-	6.50-7.00	7.00-8.00	6.50-7.00
16	7.50	8.00	8.00	8.00-8.50	9.00-9.50	-
23	9.00	10.00	9.00	8.50-9.00	9.00-9.50	8.00-8.50
30	8.00-8.50	8.00-8.50	8.00-8.50	7.00-7.50	7.00-8.00	7.50
Oct. 7	7.00-7.50	7.50-8.00	7.00-7.50	6.00-6.50	6.50-7.00	-
14	6.50-7.50	6.50-7.50	6.00-6.50	6.50-7.00	7.00-7.50	-
21	8.00	8.00	-	7.50-8.00	8.00-8.50	7.00-8.00
28	7.50-8.00	7.50-8.50	7.50-8.50	8.00-8.50	8.50-9.00	8.00
Nov. 4	10.00	10.00	10.00	9.00-9.50	9.00-10.00	9.00
11	9.50-10.00	9.50-10.00	9.50-10.00	9.00-10.00	9.50-10.00	9.00-9.50
18	9.50-10.00	9.50-10.00	9.50	8.50-9.00	9.00-10.00	-
25	7.00-8.00	8.00-9.00	8.50-9.00	6.50-7.50	7.50-8.50	7.50-8.00
Dec. 2	7.00-8.00	7.50-8.00	8.00	6.50-7.00	6.50-7.50	6.00-6.50
9	7.50-8.00	6.50-7.50	6.00-7.00	7.00-7.50	7.00-7.50	6.00-6.50
16	7.00	6.00-7.00	6.00-7.00	7.00-7.50	7.00-7.50	6.00-6.50
23	7.00-7.50	7.00-7.50	6.00-6.50	7.00-7.50	7.00-8.00	-
30	-	8.50-9.00	-	10.00-11.00	11.00-12.00	10.00

Compiled from daily wholesale market reports issued by the Federal-State Market News Service at Chicago, Ill. and New York City, N.Y.

a/ Dates represent Friday of each week but Chicago generally uses Monday and New York Thursday as their representative day for price quotations.

IV. UNLOAD DISTRIBUTION

TABLE 6. RAIL ARRIVALS, UNLOADS AND/OR DIVERSIONS, TRACK HOLDINGS AND TRUCK ARRIVALS OF CELERY IN 16 CITIES, BY DAYS, 1977 a/

JANUARY				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
3	2	5	7	63
4	-	-	7	38
5	4	b/	6	30
6	-	b/	2	20
7	2	b/	1	33
10	1	b/	2	69
11	5	b/	2	44
12	1	b/	3	40
13	-	1	2	33
14	1	1	2	47
17	2	3	1	53
18	3	1	3	35
19	8	7	4	46
20		c/		
21	4	b/	6	41
24	5	3	8	53
25	3	6	5	30
26	3	-	8	35
27	1	3	6	34
28	2	b/	4	37
31	3	b/	5	66

FEBRUARY				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	-	2	3	9
2	5	4	4	34
3	1	1	4	37
4	1	-	5	31
7	12	8	9	42
8	13	5	17	39
9	4	4	17	32
10	5	8	14	24
11	1	3	12	35
14	14	5	21	50
15		d/		
16	1	b/	17	32
17	12	13	16	29
18	1	6	11	39
21	Holiday			
22	14	12	13	66
23	3	7	9	35
24		d/		
25		d/		
28	3	b/	12	59

MARCH				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	1	2	11	53
2	7	9	9	31
3	6	7	8	38
4	1	1	8	37
7	6	2	12	63
8	6	6	12	46
9	6	7	11	30
10	4	5	10	34
11	3	3	10	40
14	10	8	12	63
15	3	2	13	37
16	4	6	11	40
17	4	5	10	46
18	3	2	11	34
21	12	10	12	68
22	2	3	11	47
23	8	10	9	35
24	4	1	12	33
25	1	2	11	40
28	4	2	13	50
29	7	8	12	39
30	16	15	13	43
31	5	5	13	33

APRIL				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	6	1	18	52
4	4	6	16	54
5	9	5	20	45
6	4	4	20	41
7	7	12	15	50
8	4	b/	16	49
11	11	b/	18	36
12	15	b/	23	44
13	2	5	20	36
14	6	9	17	37
15	8	4	21	33
18	4	8	17	52
19	10	9	18	49
20	4	3	19	30
21	4	4	19	25
22	3	8	14	25
25	5	3	16	50
26	21	19	18	30
27	3	4	17	34
28	4	8	13	30
29	3	1	15	30

(Continued)

TABLE 6. RAIL ARRIVALS, UNLOADS AND/OR DIVERSIONS, TRACK HOLDINGS AND TRUCK ARRIVALS OF CELERY IN 16 CITIES, BY DAYS, 1977 a/ (Continued)

Date	M A Y			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
2	9	7	17	55
3	7	5	19	34
4	6	8	17	30
5	4	11	10	31
6	9	10	9	43
9	8	b/	13	45
10	6	b/	15	33
11	13	10	18	32
12	7	10	15	34
13	7	2	20	30
16	9	9	20	54
17	7	7	20	35
18	6	8	22	35
19	3	6	19	30
20	8	6	21	25
23	9	5	25	59
24	16	13	28	30
25	15	9	34	28
26	15	7	42	32
27	6	6	42	30
30	Holiday			
31	23	14	51	58

Date	J U N E			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	17	14	54	42
2	9	14	49	23
3	20	21	48	28
6	24	13	59	39
7	13	9	63	36
8	8	14	57	28
9	11	22	46	27
10	8	9	45	33
13	19	19	45	48
14	16	16	45	35
15	25	21	49	32
16	5	11	5	30
17	10	8	45	30
20	19	20	44	41
21	20	17	47	28
22	11	17	41	32
23	11	12	40	19
24	9	5	34	28
27	16	17	33	43
28	18	16	35	19
29	12	13	34	26
30	2	12	24	24

Date	J U L Y			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	2	10	16	23
4	Holiday			
5	16	10	22	47
6	11	14	19	37
7	13	16	16	27
8	5	8	13	27
11	14	11	16	51
12	14	5	25	31
13	8	14	19	29
14	7	b/	9	28
15	8	b/	23	20
18	15	9	29	44
19	12	8	33	24
20	20	17	36	31
21	10	8	38	28
22	4	7	35	23
25	28	13	50	50
26	6	15	41	27
27	14	17	38	26
28	10	8	40	31
29	10	13	37	20

Date	A U G U S T			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	8	7	38	40
2	9	8	39	20
3	13	9	43	26
4	3	11	35	20
5	8	9	34	30
8	10	12	32	38
9	7	8	31	21
10	10	12	29	28
11	7	8	28	21
12	5	8	25	20
15	7	7	25	32
16	20	11	34	23
17	12	9	37	29
18	4	9	32	24
19	5	8	29	33
22	8	12	25	38
23	4	5	24	32
24	10	3	31	23
25	6	14	23	23
26	7	11	19	33
29	8	11	16	37
30	8	3	11	23
31	10	2	19	36

(Continued)

TABLE 6. RAIL ARRIVALS, UNLOADS AND/OR DIVERSIONS, TRACK HOLDINGS AND TRUCK ARRIVALS OF CELERY IN 16 CITIES, BY DAYS, 1977 a/
(Continued)

S E P T E M B E R				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	4	6	17	19
2	7	10	14	26
5	Holiday			
6	15	8	21	50
7	4	3	22	43
8	5	6	21	27
9	8	12	17	34
12	3	10	10	49
13	10	8	12	38
14	3	6	9	34
15	6	9	6	33
16	7	3	10	39
19	6	2	14	51
20	2	7	9	37
21	12	3	18	33
22	3	<u>b/</u>	14	31
23	9	<u>b/</u>	18	27
26	12	6	24	47
27	5	5	24	33
28	11	13	22	27
29	1	5	18	25
30	4	1	21	39

O C T O B E R				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
3	13	8	26	37
4	16	5	37	40
5	8	7	38	31
6	4	9	33	29
7	8	8	33	29
10	Holiday			
11	13	14	32	56
12	11	9	34	40
13	2	10	26	40
14	8	5	29	23
17	10	17	22	45
18	11	6	27	41
19	11	14	24	23
20	7	10	21	25
21	5	9	17	31
24	Holiday			
25	21	17	21	49
26	13	9	23	39
27	9	13	19	24
28	9	10	18	30
31	11	10	19	42

N O V E M B E R				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	11	17	13	36
2	9	6	16	36
3	8	5	19	22
4	9	7	21	31
7	10	9	22	50
8	14	<u>b/</u>	14	38
9	16	<u>b/</u>	32	37
10	8	13	27	31
11	12	<u>b/</u>	24	26
14	16	<u>b/</u>	30	56
15	12	10	32	56
16	7	11	28	57
17	11	8	31	55
18	9	15	25	59
21	25	14	36	103
22	21	26	31	79
23	10	14	27	72
24	Holiday			
25	6	<u>b/</u>	19	34
28	11	<u>b/</u>	18	69
29	10	<u>b/</u>	21	54
30	3	6	18	44

D E C E M B E R				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	4	2	20	42
2	7	3	24	38
5	9	11	22	53
6	8	6	24	35
7	7	10	21	33
8	14	11	24	31
9	8	6	26	35
12	16	14	28	49
13	11	18	21	52
14	4	7	18	44
15	8	5	21	35
16	9	13	17	45
19	21	12	26	74
20	20	18	28	60
21	12	10	30	56
22	15	14	31	50
23	10	16	25	55
26	Holiday			
27	9	13	21	49
28	10	9	22	59
29	7	11	18	38
30	5	<u>b/</u>	11	26

Compiled from the daily reports issued by the Federal-State Market News Service at Salinas, California.
a/ Included in 16 Cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, St. Paul, and Washington.
b/ Unloads not computed - 16 Cities information incomplete.
c/ Unavailable - Washington closed account of inauguration.
d/ Unavailable - Washington teletype breakdown.

TABLE 7. TOTAL RAIL AND TRUCK UNLOADS OF CELERY IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND CITY, BY MONTH AND ORIGIN, 1977

Area and Market	January			February			March			April			May			June			July		
	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl
<u>Cars and carlot equivalents</u>																					
EASTERN																					
Albany, NY	3	15	18	2	8	10	1	18	19	1	12	13	3	14	17	12	7	19	13	2	15
Baltimore, MD-Washn., DC	7	61	68	20	33	53	12	73	85	12	55	67	25	38	63	52	17	69	39	27	66
Boston, MA	43	73	116	38	51	89	37	89	126	38	92	130	51	78	129	69	64	133	60	44	104
Buffalo, NY	4	12	16	6	8	14	14	12	26	17	5	22	23	6	29	21	1	22	16	8	24
New York, NY-Newark, NJ	50	105	155	59	68	127	57	133	190	50	115	165	89	76	165	144	18	162	110	27	137
Philadelphia, PA	41	69	110	48	40	88	38	66	104	27	66	93	53	41	94	81	17	98	68	22	90
Pittsburgh, PA	16	41	57	22	21	43	34	38	72	12	34	46	20	26	46	31	30	61	23	23	46
Providence, RI	1	-	1	1	2	3	3	2	5	1	1	2	-	2	2	1	-	1	2	-	2
Total Eastern	165	376	541	196	231	427	196	431	627	158	380	538	264	281	545	411	154	565	331	153	484
MIDWESTERN																					
Chicago, IL	58	13	71	93	6	99	106	7	113	86	11	97	90	5	95	96	2	98	49	31	80
Cincinnati, OH	30	21	51	27	9	36	30	17	47	21	16	37	30	18	48	37	6	43	27	15	42
Cleveland, OH	36	14	50	42	11	53	49	9	58	26	26	52	45	10	55	60	2	62	44	8	52
Detroit, MI	30	38	68	43	17	60	50	27	77	37	26	63	47	21	68	67	4	71	38	16	54
Indianapolis, IN	10	11	21	8	6	14	14	9	23	13	9	22	11	11	22	18	4	22	12	8	20
Kansas City, MO	21	7	28	10	9	19	16	8	24	14	8	22	12	4	16	22	2	24	28	-	28
Louisville, KY	2	12	14	4	7	11	3	12	15	4	8	12	2	12	14	9	2	11	4	4	8
Milwaukee, WI	8	1	9	9	1	10	10	1	11	6	-	6	10	-	10	7	-	7	6	1	7
Minneapolis-St Paul, MN	47	4	51	61	-	61	77	1	78	75	3	78	68	-	68	79	-	79	51	-	51
St. Louis, MO	14	25	39	15	16	31	21	21	42	16	24	40	11	18	29	35	4	39	25	4	29
Total Midwestern	256	146	402	312	82	394	376	112	488	298	131	429	326	99	425	430	26	456	284	87	371
SOUTHERN																					
Atlanta, GA	-	15	15	3	16	19	1	20	21	1	22	23	4	18	22	7	12	19	9	13	22
Birmingham, AL	2	9	11	2	6	8	1	11	12	-	10	10	-	8	8	4	3	7	6	3	9
Columbia, SC	-	8	8	-	4	4	-	10	10	-	10	10	-	5	5	-	7	7	1	7	8
Dallas, TX	33	6	39	35	1	36	40	5	45	26	10	36	35	3	38	38	1	39	35	-	35
Fort Worth, TX	5	-	5	5	-	5	6	-	6	5	-	5	5	1	6	5	-	5	7	-	7
Houston, TX	36	10	46	35	7	42	47	21	68	42	25	67	36	21	57	49	11	60	38	-	38
Memphis, TN	2	3	5	2	2	4	3	3	6	1	3	4	1	5	6	3	1	4	2	3	5
Miami, FL	1	29	30	1	31	32	-	29	29	-	28	28	2	21	23	10	16	26	11	11	22
Nashville, TN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Orleans, LA	7	16	23	11	10	21	10	18	28	5	19	24	11	12	23	21	8	29	19	4	23
Oklahoma City, OK	8	1	9	5	2	7	5	4	9	5	2	7	5	2	7	9	-	9	6	-	6
San Antonio, TX	37	-	37	33	-	33	45	-	45	30	-	30	35	-	35	43	-	43	39	-	39
Total Southern	131	97	228	132	79	211	158	121	279	115	129	244	134	96	230	189	59	248	173	41	214
WESTERN																					
Denver, CO	27	-	27	25	-	25	27	-	27	25	-	25	22	-	22	22	-	22	19	-	19
Los Angeles, CA	290	-	290	287	-	287	363	-	363	271	-	271	316	-	316	335	-	335	325	-	325
Portland, OR	34	-	34	32	-	32	47	-	47	32	-	32	33	-	33	40	-	40	38	-	38
Salt Lake City, UT	25	-	25	22	-	22	24	-	24	22	-	22	18	-	18	23	-	23	19	-	19
San Francisco-Oakland, CA	92	-	92	76	-	76	100	-	100	92	-	92	85	-	85	89	-	89	93	-	93
Seattle-Tacoma, WA	53	-	53	50	-	50	73	-	73	63	-	63	52	-	52	63	-	63	48	-	48
Total Western	521	-	521	492	-	492	634	-	634	505	-	505	526	-	526	572	-	572	542	-	542
TOTAL U.S.	1073	619	1692	1132	392	1524	1364	664	2028	1076	640	1716	1250	476	1726	1602	239	1841	1330	281	1611
CANADA UNLOADS																					
Montreal, Que.	19	68	87	34	-	34	36	37	73	20	52	72	65	37	102	86	8	94	67	15	82
Ottawa, Ont.	8	13	21	18	9	27	9	15	24	3	21	24	18	9	27	15	2	17	8	5	13
Toronto, Ont.	59	44	103	60	21	81	82	21	103	59	22	81	67	19	86	94	16	110	56	17	73
Vancouver, B.C.	30	-	30	42	-	42	52	-	52	34	-	34	31	-	31	50	-	50	28	16	44
Winnipeg, Man.	12	1	13	13	-	13	19	1	20	18	1	19	16	-	16	17	-	17	13	1	14
Total Canada	128	126	254	167	30	197	198	74	272	134	96	230	197	65	262	262	26	288	172	54	226
TOTAL U.S. & CANADA	1201	745	1946	1299	422	1721	1562	738	2300	1210	736	1946	1447	541	1988	1864	265	2129	1502	335	1837

(Continued on next page)

TABLE 7. TOTAL RAIL AND TRUCK UNLOADS OF CELERY IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND CITY, BY MONTH AND ORIGIN, 1977 (Cont'd)

Area and Market	August			September			October			November			December			CALIFORNIA			OTHER STATES			GRAND
	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Cal	Oth	Ttl	Rl	Tr	Ttl	Rl	Tr	Ttl	TOTAL
Cars and carlot equivalents																						
EASTERN																						
Albany, NY	9	8	17	13	4	17	10	2	12	17	-	17	14	2	16	5	93	98	-	92	92	190
Baltimore, MD-Washn., DC	20	32	52	23	47	70	34	28	62	86	5	91	56	19	75	48	338	386	-	435	435	821
Boston, MA	52	50	102	42	53	95	50	29	79	124	13	137	117	33	150	486	235	721	5	664	669	1390
Buffalo, NY	9	12	21	11	18	29	11	10	21	23	1	24	29	-	29	89	95	184	-	93	93	277
New York, NY-Newark, NJ	96	49	145	90	63	153	118	31	149	186	10	196	142	39	181	717	474	1191	2	732	734	1925
Philadelphia, PA	72	32	104	76	33	109	83	20	103	128	8	136	101	13	114	183	633	816	-	427	427	1243
Pittsburgh, PA	21	30	51	10	30	40	27	21	48	69	1	70	68	5	73	6	347	353	-	300	300	653
Providence, RI	5	-	5	2	-	2	4	-	4	4	-	4	5	-	5	4	25	29	-	7	7	36
Total Eastern	284	213	497	267	248	515	337	141	478	637	38	675	532	111	643	1538	2240	3778	7	2730	2757	6535
MIDWESTERN																						
Chicago, IL	50	40	90	37	46	83	61	19	80	143	9	152	106	-	106	469	506	975	-	189	189	1164
Cincinnati, OH	20	32	52	26	30	56	31	19	50	63	4	67	56	5	61	20	378	398	1	191	192	590
Cleveland, OH	33	15	48	50	11	51	43	6	49	69	-	69	72	-	72	22	537	559	-	112	112	671
Detroit, MI	23	23	46	21	27	48	41	12	53	71	1	72	68	10	78	54	482	536	-	222	222	758
Indianapolis, IN	11	10	21	11	13	24	12	10	22	21	4	25	23	6	29	2	162	164	-	101	101	265
Kansas City, MO	17	1	18	10	-	10	14	-	14	36	-	36	25	2	27	6	219	225	-	41	41	265
Louisville, KY	2	9	11	1	9	10	6	6	12	17	-	17	16	5	21	3	67	70	-	86	86	156
Milwaukee, WI	8	1	9	9	1	10	11	1	12	11	-	11	7	-	7	2	100	102	-	7	7	109
Minneapolis-St. Paul, MN	71	-	71	55	-	55	64	-	64	67	-	67	71	-	71	16	770	786	-	8	8	794
St. Louis, MO	20	16	36	20	18	38	36	3	39	64	-	64	46	1	47	15	308	323	-	150	150	473
Total Midwestern	255	147	402	230	155	385	319	76	395	562	18	580	490	29	519	609	3529	4138	1	1107	1108	5246
SOUTHERN																						
Atlanta, GA	8	12	20	4	15	19	17	12	29	32	10	42	10	20	30	4	92	96	-	185	185	281
Birmingham, AL	3	6	9	1	11	12	5	3	8	7	5	12	7	8	15	1	37	38	-	83	83	121
Columbia, SC	-	8	8	-	5	5	-	7	7	1	5	6	1	9	10	-	3	3	-	85	85	88
Dallas, TX	40	-	40	42	3	45	43	-	43	67	-	67	65	4	69	-	499	499	-	33	33	532
Fort Worth, TX	8	-	8	5	-	5	6	-	6	9	-	9	10	-	10	1	75	76	-	1	1	77
Houston, TX	54	-	54	54	-	54	39	-	39	51	-	51	49	4	53	1	529	530	-	99	99	629
Memphis, TN	3	8	11	1	8	9	4	5	9	10	-	10	7	5	12	-	39	39	-	46	46	85
Miami, FL	21	7	28	13	15	28	19	11	30	22	6	28	8	20	28	46	62	108	-	224	224	332
Nashville, TN	1	-	1	-	-	-	-	-	-	6	-	6	6	-	6	-	13	13	-	-	-	13
New Orleans, LA	27	3	30	21	4	25	24	1	25	36	-	36	23	9	32	4	211	215	-	104	104	319
Oklahoma City, OK	7	1	8	6	1	7	-	8	8	25	-	25	2	15	17	-	104	104	-	15	15	119
San Antonio, TX	44	-	44	39	-	39	25	-	25	43	2	45	39	1	40	-	452	452	-	3	3	455
Total Southern	216	45	261	186	62	248	182	47	229	309	28	337	227	95	322	57	2116	2173	-	878	878	3051
WESTERN																						
Denver, CO	22	-	22	19	-	19	23	-	23	45	-	45	56	-	56	-	332	332	-	-	-	332
Los Angeles, CA	342	-	342	296	-	296	315	-	315	427	-	427	402	-	402	-	3969	3969	-	-	-	3969
Portland, OR	35	-	35	33	-	33	27	-	27	35	11	46	39	-	39	-	425	425	-	11	11	436
Salt Lake City, UT	24	-	24	20	-	20	25	-	25	44	-	44	31	-	31	-	297	297	-	-	-	297
San Francisco-Oakland, CA	61	-	61	81	-	81	70	-	70	87	-	87	103	-	103	-	1029	1029	-	-	-	1029
Seattle-Tacoma, WA	64	2	66	44	7	51	32	33	65	60	19	79	60	-	60	4	658	662	-	61	61	723
Total Western	548	2	550	493	7	500	492	33	525	698	30	728	691	-	691	4	6710	6714	-	72	72	6786
TOTAL U.S.	1303	407	1710	1176	472	1648	1330	297	1627	2206	134	2320	1940	235	2175	2208	14595	16803	8	4787	4815	21618
CANADA UNLOADS																						
Montreal, Que.	4	63	67	1	136	137	31	72	103	100	4	104	119	16	135	486	96	582	-	508	508	1090
Ottawa, Ont.	2	23	25	-	23	23	3	18	21	41	-	41	23	-	23	46	102	148	2	136	138	286
Toronto, Ont.	-	45	45	-	41	41	8	32	40	126	10	136	139	4	143	480	270	750	-	292	292	1042
Vancouver, BC	4	41	45	10	25	35	4	36	40	43	6	49	30	-	30	30	328	358	-	124	124	482
Winnipeg, Man.	9	7	16	7	9	16	8	7	15	18	1	19	21	-	21	2	169	171	-	28	28	199
Total Canada	19	179	198	18	234	252	54	165	219	328	21	349	332	20	352	1044	965	2009	2	1088	1090	3099
TOTAL U.S. & CANADA	1322	586	1908	1194	706	1900	1384	462	1836	2534	135	2669	2272	255	2527	3252	15560	18812	10	5875	5905	24717

Compiled from unload data received from the Fruit and Vegetable Division, Agricultural Marketing Service, U.S. Department of Agriculture, Washington, D.C.

V. ACREAGE, YIELD AND PRODUCTION

TABLE 8. HARVESTED ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF CELERY, UNITED STATES BY STATE, BY YEARS, 1976-1977

Season and State	Harvested Acreage		Yield Per Acre		Production		Price Per Cwt.		Value	
	1976	1977	1976	1977	1976	1977	1976	1977	1976	1977
	<u>Acres</u>		<u>Cwt.</u>		<u>1,000 cwt.</u>		<u>Dollars</u>		<u>1,000 dollars</u>	
<u>Winter:</u>										
California										
So. Coast	3,800	4,100	560	565	2,128	2,317	8.65	11.40	18,410	26,511
Florida	4,300	4,100	485	400	2,086	1,640	10.40	12.50	21,694	20,500
Total Winter	8,100	8,200	520	483	4,214	3,957	9.52	11.90	40,104	47,011
<u>Spring:</u>										
California										
So. Coast	4,900	4,800	540	585	2,646	2,808	6.22	7.39	16,456	20,763
Cen. Coast	500	600	560	560	280	336	5.92	6.48	1,658	2,177
Florida	3,900	4,000	375	290	1,463	1,160	9.15	10.60	13,386	12,296
Total Spring	9,300	9,400	472	458	4,389	4,304	7.18	8.19	31,500	35,236
<u>Summer:</u>										
California										
Cen. Coast	3,700	4,000	550	585	2,035	2,340	6.29	6.50	12,807	15,208
Michigan	1,800	1,900	445	445	801	846	8.54	8.39	6,842	7,096
New York	760	440	340	420	258	185	8.44	8.47	2,177	1,567
Ohio	220	230	470	420	103	97	9.48	8.12	976	788
Total Summer	6,480	6,570	493	528	3,197	3,468	7.13	7.11	22,802	24,659
<u>Fall:</u>										
California										
So. Coast	2,000	2,000	565	580	1,130	1,160	7.70	5.90	8,701	6,844
Cen. Coast	4,900	4,900	590	585	2,891	2,867	7.25	7.21	20,890	20,683
Florida	2,000	1,800	350	235	700	423	8.98	7.66	6,286	3,240
Michigan	500	500	430	455	215	228	8.48	7.71	1,823	1,758
New York	130	110	370	420	48	46	7.70	8.90	370	400
Washington	250	280	480	385	120	108	7.17	6.90	860	745
Total Fall	9,780	9,590	522	504	5,104	4,832	7.63	6.97	38,930	33,670
Total United States	33,660	33,760	502	491	16,904	16,561	7.89	8.49	133,336	140,576

Compiled from Vegetable - Fresh Market, 1977 annual summary (revised edition published June 1978) issued by the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 9. HARVESTED ACREAGE OF CELERY, CALIFORNIA BY COUNTY, CALENDAR YEAR TOTALS
1976 AND 1977, AND BY SEASONAL QUARTER, 1977

County	Total		1977			
	1976	1977	Jan.-Mar. Winter	Apr.-Jun. Spring	Jul.-Sep Summer	Oct.-Dec. Fall
	<u>Acres</u>					
Monterey	6,050	6,650	-	200	2,780	3,670
San Luis Obispo	1,390	1,080	-	180	520	380
Santa Barbara	1,400	1,440	-	210	630	600
Orange	1,120	1,410	680	500	-	230
San Diego	550	540	270	-	-	270
Ventura	9,030	8,950	3,150	4,300	-	1,500
Other	260	330	-	10	70	250
Total	19,800	20,400	4,100	5,400	4,000	6,900

Compiled from records of the California Crop and Livestock Reporting Service, Sacramento, California.

VI. OTHER DATA

TABLE 10. U.S. EXPORTS OF CELERY, BY COUNTRY OF DESTINATION, BY MONTHS, 1977

Destination	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
	<u>Carlot equivalents</u>												
Australia	-	-	-	-	-	-	-	13	1	2	5	1	22
Canada	352	380	420	380	431	317	233	61	61	98	342	416	3,491
Mexico	1	1	1	2	2	1	2	2	2	2	2	3	21
Panama	1	1	-	-	-	-	-	a/	a/	-	-	a/	2
Bahamas	1	a/	1	-	1	a/	a/	-	a/	a/	a/	a/	3
Netherlands Antilles	1	1	a/	1	a/	1	1	a/	a/	1	1	-	7
Sweden	1	1	9	16	12	1	-	-	1	-	-	1	42
United Kingdom	a/	-	-	19	12	-	-	-	-	-	-	2	33
Netherlands	-	-	2	1	3	1	-	-	-	-	-	5	12
West Germany	-	-	-	-	2	-	-	-	-	-	-	-	2
Hong Kong	7	5	6	17	10	26	24	41	28	20	7	14	205
Japan	-	1	-	-	-	1	-	1	a/	1	2	1	7
Singapore	2	1	4	2	3	1	1	6	5	3	4	5	37
Other b/	a/	a/	1	a/	a/	a/	a/	a/	1	a/	2	a/	4
Total	366	391	444	438	476	349	261	124	99	127	365	448	3,888

Compiled from monthly reports of U.S. Exports, issued by the U.S. Department of Commerce, Bureau of the Census, Washington, D.C. Data reported in kilograms and converted to carlot equivalents based on 36,000 pounds per car. a/ Less than 0.5 carlot equivalent. b/ Others with at least 0.5 carlot equivalent for year were Venezuela, Bermuda, and Saudi Arabia.

TABLE 11. UNLOADS OF CELERY IN HONOLULU FROM THE U.S. MAINLAND, BY CARRIER, BY MONTHS, 1977

Carrier	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
	<u>Thousands of pounds</u>												
Air	47	6	8	1	1	6	8	3	2	1	13	12	108
Boat	362	330	228	270	301	252	336	331	341	354	429	426	4,060
Total	409	336	336	271	302	258	344	334	343	355	442	438	4,168
Total-Carlot Equiv. a/	11	9	9	8	9	7	10	9	10	10	12	12	116

Compiled from annual summary of Honolulu Unloads, 1977 issued by the Hawaii State Department of Agriculture, Federal-State Market News Service, in cooperation with the U.S. Department of Agriculture, Agricultural Marketing Service. a/ Converted to carlot equivalents based on 36,000 pounds per car.